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AZALEAS

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GREENHOUSES

Wholesale and Retail Plant Grower

LINWOOD • NEW JERSEY

KURUMES, KAEMPFERIS, GABLES (Hardy Types)

E Coral Bells—hose in hose, light pink
 EM Hexe—hose in hose, cerise red
 EM Hinodegeri—single, cerise red
 EM Hino Crimson—single, crimson
 EM Snow—hose in hose, white
 ML Bond Street—semi-double, mallow pink
 ML Caroline Gable—hose in hose, cerise red
 ML 46-G—hose in hose, bright lavenders
 ML K-7—hose in hose, light salmon
 ML K-18—hose in hose, bright pink
 ML Orange Cup—hose in hose, orange
 ML Salmon Special—hose in hose, ruffled salmon
 ML Maxwelli Alba—single, white

Prices on Above

	4/6	5/7	6/8	8/10	10/12	12/14	14/16
Fall.....	.57	.75	.85	1.20	1.50	2.00	2.50
Winter.....	.60	.80	.90	1.27	1.60	2.10	2.65
March.....	.60	.80	.90	1.27	1.60	2.10	2.65
M. Day.....	.60	.80	.90	1.27	1.60	2.10	2.65
Potted.....	.70	.95	1.05	1.45	1.85	2.40	3.05
(dormant)							

PERICATS and SEMI-HARDIES (Larger Flowers)

EM Alice Mueller—semi-double, bright pink
 EM Dawn—hose in hose, light pink
 M Eastertide—hose in hose, ruffled salmon
 EM Fortune—hose in hose, bright salmon red
 M Gardenia—semi-double, white
 ML Morning Glow—hose in hose, light pink
 M M. R. Mulford—hose in hose, cerise red
 EM Pericat Salmon—hose in hose, salmon, compact
 E Pericat White—hose in hose, white
 M Pink Supreme—hose in hose, medium pink
 M *Redwing—hose in hose, ruffled cerise red
 EM Sensation—hose in hose, medium pink, compact
 M Splendor—hose in hose, medium pink
 EM Sweetheart Supreme—semi-double, blush pink

Prices on Above

	4/6	5/7	6/8	8/10	10/12	12/14	14/16
Fall.....	.57	.75	.85	1.20	1.50	2.00	2.50
Winter.....	.65	.85	1.00	1.40	1.75	2.30	2.90
March.....	.73	.95	1.10	1.55	1.90	2.55	3.20
Potted.....	.83	1.10	1.25	1.75	2.15	2.85	3.60
(dormant)							

*15¢ per plant additional.

INDICAS, Large Flowers (Not Hardy)

EM Albert and Elizabeth—double, salmon and white
EM Candystick—double, red and white variegated
M Jean Haerns—double, bright pink
E Paul Schame—double, salmon
EM Triomphe—double, cerise red
ML Vandercryssen—double, dark pink
EM Vervaeneana—double, pink and white
EM Vervaeneana Alba—double, white

Prices on Above

	4/6*	5/7*	6/8*	8/10	10/12	12/14	14/16
Fall.....	.80	1.00	1.20	1.75	2.25	2.85	3.50
Winter.....	.88	1.10	1.35	1.95	2.50	3.15	3.90
March.....	.95	1.20	1.45	2.10	2.75	3.40	4.20
Potted..... (dormant)	1.05	1.35	1.60	2.30	3.00	3.70	4.60

*Mostly own root.

EXPLANATION OF TERMS

E —Early, forces for Christmas

EM—Early mid-season, generally makes Christmas, good January forcer.

M —Mid-season, forces from Mid-February on.

ML—Late mid-season, forces from Mid-March on.

By holding plants cool, Azaleas in any of above categories can be timed for later flowering than indicated.

i.e.—“E” Coral Bells can be flowered from Christmas through Easter.

“ML” K-7 can be flowered from Easter through Mother’s Day.

FALL price prevails for plants delivered by Mid-November.

WINTER price prevails for plants delivered in December through February.

MARCH price prevails for March shipments.

MOTHER’S DAY price prevails for delivery after Easter.

POTTED price prevails for potted plants delivered in dormant condition.

VARIETAL SELECTIONS

Specific orders will be accepted for a minimum of 5 plants of one variety and size. We suggest, however, for **Pericats** and **Indicas**, that varietal selection be left to us in order that you get best choice of stock. We have smaller stocks of unlisted varieties that are just coming into production. On unspecified orders it is generally possible to include some of these newer items. Substitutions on specified orders will be made only where necessary, and major substitutions will be made only with consent of buyer.

WEEKS REQUIRED TO BLOOM AZALEAS

Desired Blooming Period	TYPE PLANT			
	E	EM	M	ML
*Christmas Bloom.....	5 - 6	6 - 7		
January Bloom.....	4 - 5	5 - 6	6 - 7 (?)	
February Bloom.....	3 - 4	4 - 5	5 - 6	6 - 7 (?)
March Bloom.....	2 - 3	3 - 4	4 - 5	5 - 6
April Bloom.....	1 - 2	2 - 3	3 - 4	4 - 5
May Bloom.....		hold cool	2	2 - 3

Above estimates are reasonable approximations for forcing time at temperature of 60-65 at night. Higher temperatures will hasten forcing. If storage temperatures prior to forcing have been rather warm, plants will come into bloom more rapidly than indicated.

Despite the "rules" there is no substitute for good judgment and careful observation in order to assure best flowering at the proper time

* For best results, these plants should be specially treated to assure flowering. Consult grower.

TIMING OF PLANTS

Timing the bloom of Azaleas requires your close attention to the condition of the plants. Easter is particularly important and we use it as an example.

3 Weeks before Easter—buds should be well developed but should show little or no color.

2 Weeks before Easter—buds should be showing good color, with perhaps one or two open flowers.

1 Week before Easter (Palm Sunday)—all buds fully colored, perhaps $\frac{1}{4}$ of flowers open.



CULTURAL SUGGESTIONS

Before Arrival of Plants:

A proper storage location should be selected and prepared so that plants can be placed without rehandling. Hardy varieties can be kept in cold frames with mat and sash protection, provided the winters are not excessively cold. Tender types should be placed in a cold greenhouse or heated frame.

It is generally convenient to heel plants in peat moss. Peat should be new or sterilized to minimize disease problems.

On Arrival:

Plants should be placed in desired location so that they are just touching. They should be thoroughly watered at this time. Plants with frozen root-balls should be placed in a cool, dark location until thawed.

Temperature During Dormancy:

Azaleas should be held as cool as possible during the day. Night temperature during Fall and Winter should be maintained slightly above freezing. Hardy plants stored in cold frames can tolerate freezing conditions, if frames are tight and covering adequate.

Light During Dormancy:

Full light seems best for dormant plants, but they can also tolerate semi shade during dormancy. During warm Springs it may be necessary to shade houses in order to keep plants in a dormant condition. Mat covering should be rolled to give light to plants in cold frames on days when plants and ground are not frozen.

Water and Fertilizer During Dormancy:

Plants should be kept moist during storage, and frequent syrings are desirable. Amount of water needed depends on light and temperature. It is best to water plants in the morning so that they will be dry by night. Light feedings at 6 or 8 week intervals during storage seem helpful in maintaining foliage and color.

Insectides and Fungicides During Dormancy:

Generally not necessary during dormant storage. It is advisable to spray or "bomb" plants at the start of forcing, however.

Potting:

Plants may be potted at anytime during dormancy. Potting should be completed before the start of forcing period. It is generally necessary to prune roots in order that plants will fit in proper pots. Azaleas look best in 3/4 or "Cyclamen" pots. A 4/6 will generally fit in a 4" pot, a 5/7 in a 5", a 6/8 in a 5" or 6", an 8/10 in a 6" or 7", etc.

Forcing:

This is largely a matter of timing (see schedule page 3). Careful watering is essential, but little other care is necessary. Leafy growth appears around the flower buds of some varieties before plants bloom. These shoots should be removed for best appearance of the plants.

Forcing For Mother's Day Bloom:

During late April and May, sunlight is often too intense for Azaleas coming into bloom.

It is advisable to use a light shading on greenhouses during this period. You will generally find that stock will "drift" into bloom with very little heat. A night temperature of 50° is usually adequate.

SHIPPING

All prices are F. O. B. Linwood, N. J. We make truck deliveries within 500-600 miles at nominal cost. Remote orders are generally packed and trucked to nearest possible express office to save you excessive transport charges. Where truck delivery cannot be arranged, all shipments are made via Railway Express, 2nd class unless otherwise instructed.

TERMS

Shortage, breakage or complaints on condition of plants **must be reported to shipper within one week** of delivery if adjustments are to be allowed.

New customers please remit with order unless satisfactory references are presented. Established accounts, net 30 days.

VISITORS WELCOME

Our greenhouses and nurseries are located in Linwood, N. J., about 10 miles from Atlantic City and within 1 mile of the Garden State Parkway. We are on Oak Avenue (1 block west of Route 9) near Central Avenue. In addition to Azaleas, we carry a fine and complete stock of African Violets, also a large supply of flowering and foliage plant items. Retail flower shops in Atlantic City. Plan to visit us. You are always welcome.



GREENHOUSES

LINWOOD • NEW JERSEY

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Night: Atlantic City 5-8566

